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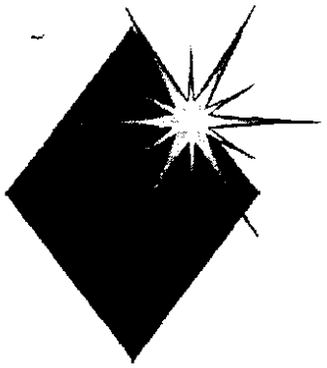
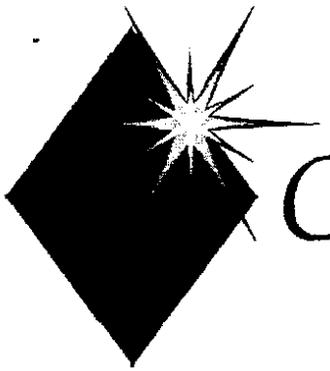


Doral FFBx,LtBx, FFMBx Intr

Audrey Evanchik

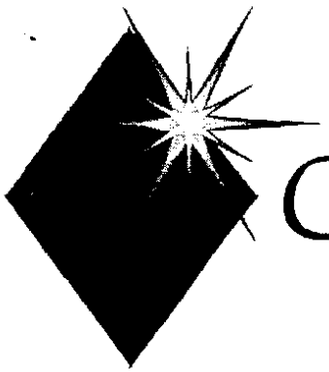
Source: https://www.industrydocuments.ucsf.edu/docs/jgfy0000



Objective

- Introduce Doral FF Box, Lt Box, and FFM Box on March 11
- Get distribution in all stores with savings potential

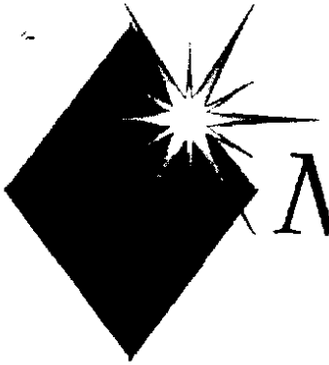
Source: https://www.industrydocuments.ucsf.edu/docs/jgfy0000



Customer Requirements

- Make 3 styles of Doral Box an important brand that contributes volume to you and RJR
- Increase RJR volume to help you meet your Partners objectives

Source: https://www.industrydocuments.ucsf.edu/docs/jgfy0000



Meeting the Needs

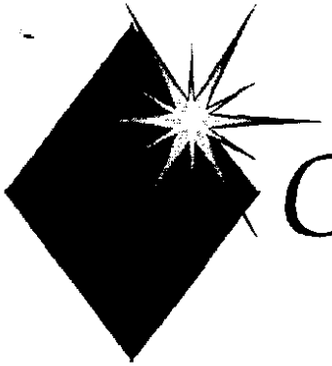
- RJR Sales Reps are currently prebooking 3 styles of Doral Box to all accounts offering .30 off per pack as an introductory offer
- You will be receiving prebooks to black line and sticker Doral Box product .30 off per pack during the introductory period

Source: https://www.industrydocuments.ucsf.edu/docs/jgfy0000

Financial Analysis

- An introductory payment of $5.00 per 6M case on all allocated product shipped March 11-April 5
- $10.00 per 6M case for all allocated product shipped to retail March 11-April 5
- Terms-14 extra days

Source: https://www.industrydocuments.ucsf.edu/docs/jgfy0000



Our Strengths

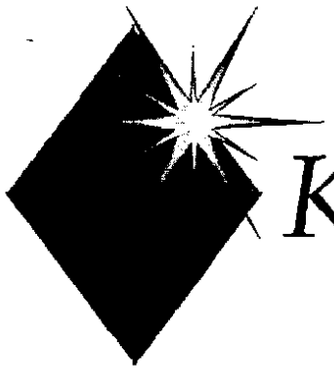
Our Sales Reps will get distribution in every store where there is potential

Doral Box will be featured on contract Doral displays in all stores

We will place Doral Box advertising in all stores

We will be selling Doral. Box even to low volume stores that don't currently carry Doral

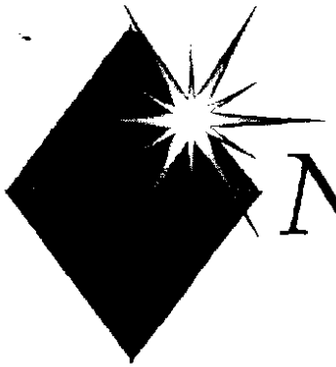
Source: https://www.industrydocuments.ucsf.edu/docs/jgfy0000



Key Benefits

- Maximize Partners payout by increasing RJR sales and SOM
- Capitalize on the increasing Box market by providing what consumers want

Source: https://www.industrydocuments.ucsf.edu/docs/jgfy0000



Next Steps

- Order your allocation of Doral Box for delivery March 11!

Source: https://www.industrydocuments.ucsf.edu/docs/jgfy0000